die guidelines proposed by the Amicus before it should be considered by the concerned Ministry and if they find favour, they may be incorporated in the enactment/guidelines, with modifications as deemed fit and proper.

(c) No final view has been taken on the issues to be incorporated in the proposed Broadcasting Bill. The judgement dated 14.12.2007 in WP(Crl.) No. 1175/2007-Court on its own motion *vs.* State is available on the website of the Delhi High Court, *www. delhihighcourt. nic. in.*

Advertisement regarding achievement in the print media

713. DR. VIJAY MALLYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) how much money has the Government spent this year on newspaper advertisements that announce achievements and inaugurations;

(b) should Government be spending money on advertising when information is uploaded on Government websites for those who are interested;

(c) is Government considering depersonalising such advertisements to remove pictures of political figures, thereby reducing size of ads and their cost; and

(d) is there an audit on how effective is Government's spending on communication?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) During the current financial year [upto 22/02/2008] an amount of Rs. 17.5 crores has been spent by the Government on newspaper advertisements through DAVP.

(b) Central Government advertisements released through DAVP to newspapers, magazines, radio and TV, are meant to create awareness amongst the public, whereas internet facilities may not be accessible to a large majority of the public.

(c) DAVP does not issue any personal or political advertisement. The DAVP endeavours to right size the advertisement according to the content.

(d) Yes, Sir. Impact studies are undertaken from time to time, through professional communication research organizations.

Foreign ownership in print media

714. DR. VIJAY MALLYA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the status of foreign ownership in print media;

(b) what are the factors preventing foreign media from entering India; and

(c) is the Government under any kind of pressure from existing print media lobbyists that's preventing it?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Several Indian Companies engaged in publishing newspapers and periodicals dealing with news and current affairs have been allowed to bring in Foreign Direct Investment (FDI) subject to the maximum limit of 26% of their paid up equity capital.

A large number of Indian Companies publishing scientific/technical and speciality magazines/periodicals/journals have been permitted to bring in FDI up to the maximum limit of 100% of their paid up equity capital. Permission has been given for publication of 107 magazines/journals in the speciality/scientific/technical sector by Indian companies having FDI. In addition, permissions have been granted for publication of 172 magazines/ journals as Indian editions of various foreign magazines/journals in the scientific/speciality/ technical sector. As such there are no factors preventing foreign media from entering India.

(c) No, Sir.

Advertisement conveying birth of girl child a burden

715. SHRI KAMAL AKHTAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that one private insurance company is airing advertisement which indirectly conveys the message that birth of a girl child is a burden to the parents;

(b) whether the ad will enhance female foeticide;

(c) if so, what action Government propose to take to withdraw such ads in the media;and

(d) the action proposed to be taken against those who are concerned?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Yes, Sir. The matter has been brought to the notice of Government. However, its impact on female foeticide has not been studied.

(c) and (d) Keeping in view the sensitivity of the matter, the Government had asked the Indian Broadcasting Foundation (IBF) and Advertising Standards Council of India (ASCI) to advise all the TV channels to take such advertisement off the air pending enquiry. The matter was also placed before the Inter-Ministerial Committee (IMC) constituted by the Government to look into the complaints of violations of Programme and Advertising Codes as prescribed under the Cable TV Networks (Regulation) Act, 1995 and the rules framed thereunder and the IMC has upheld the complaint and recommended that the concerned Channels may be directed to take this advertisement off the air.

National Film Museum

716. SHRI SHAHID SIDDIQUI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to build a National Film Museum; and

(b) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Yes, Sir. The Government is proposing to set up a Museum of Moving Image in Films Division's complex at Mumbai.